

**PUBLIC:** 1 600 € Excl. VAT\*

**PRIVATE:** from 8 900 € Excl. VAT\*

\*Applicable rates from 1/1/25 to 12/31/25

2 DAYS (14h)

# ADVANCED PRODUCT OWNER

## PRODUCT BASICS



Improve your team's performance and the quality of your delivery

## Target audience and prerequisites

- ✓ **Product Owners** with at least 9 months' initial experience
- ✓ Individuals with a solid understanding of the core principles of Agile (roles, rituals, and associated artifacts)

Participants are required to have already taken part in an **Agile project** in order to attend this course. **Full and active participation** is required.

## Training objective



Master the **full spectrum** of Product Owner responsibilities to **boost team performance and enhance delivery quality** by applying Agile principles

- ✓ **PRODUCT CULTURE:** Understand the fundamentals of **product culture, agile values and principles**, and learn how to apply them effectively in the context of your product
- ✓ **DELIVERY:** Master **daily backlog management**, including **prioritization**, user story breakdown, and **estimation**
- ✓ **TEAM:** Learn how to **facilitate daily team operations** and effectively **manage relationships with stakeholders**
- ✓ **PERFORMANCE:** Boost team **performance** and **predictability**

## Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a **certificate of completion**.

# Advanced Product Owner

Training program

92%

satisfaction rate  
in 2024

## Training Program

2 DAYS (14h)

### MODULE 1 Product Culture and Process

- What is Product culture?
- What is a Product Process?
- The Product Owner role

CULTURE

PRODUCT PROCESS

AGILITY

### MODULE 2 Understand the problem

- How to approach Discovery as a Product Owner?
- Present your product vision using an Elevator Pitch
- How to gather information to make the right decisions?
- Learn how to handle new stakeholder requests

DISCOVERY

ELEVATOR PITCH

STAKEHOLDER

### MODULE 3 Build the product

- Effectively write EPICS and User Stories
- Break down User Stories using the INVEST criteria
- Understand and manage the elements of your backlog effectively
- Learn how to define effective acceptance criteria with Example Mapping
- How to manage estimations?
- Learn how to analyze burnup and burndown charts to track progress
- Plan your Sprint
- Improve product quality through testing and bug management
- How to manage documentation effectively?

SPRINT

USER STORY

BACKLOG

BUG

DOCUMENTATION

# Advanced Product Owner

## Training program



### MODULE 4 Continuous improvement

- Handle bugs and technical debt
- Improve the deployment process with DevOps
- Define success metrics and your tagging plan
- Strengthen your relationships with the development team and stakeholders
- Evolve your product

TECHNICAL DEBT

TEAM

MEASURE



If you have a specific need, contact us at [academy@thiga.fr](mailto:academy@thiga.fr) to discuss it and develop a training program tailored to your needs.

# Thiga Academy

Our support



## Teaching method

**Practical work accounts for around 40%** of the course. This is complemented by **40% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study throughout all the workshops.

## Practical information

PRIVATE



Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training session**, subject to availability of places and receipt of a **signed agreement** before the session.

- ✓ *We adapt our services for people with disability upon request.*
- ✓ *Special rates for individuals and self-employed people (please contact us).*

## Thiga's certification



### Product expert certification

Skills development begins with training and culminates in certification. Our certification, developed entirely by Thiga consultants and trainers, allows participants to assess and validate their skills, enhance their expertise, and advance their careers. The certification exam is recognized by the Product community.

## A tailor-made offer

**Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.**

- ✓ Onboard new team members
- ✓ Retain talents
- ✓ Internal transformation support
- ✓ Create internal career paths

# Thiga Academy

Our trainers and alumni



## Our trainers



Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

## What our Alumni say



*"I loved this training. A big thank you to the trainer who made us feel comfortable and skillfully combined theory with practice. By sharing his own experiences, he made the training even more concrete. It's a high-quality training. By far the best I've attended since I entered the workforce."*

**Karima** — Product Manager at Carrefour



*"Very good experience. Interesting trainers, good and friendly explanations, room for questions and comments. The course is clear, the slides well-constructed and pleasant. Good balance between lessons and breaks. Interesting exchanges with group members."*

**Alexandra** — Product Manager at ALD AUTOMOTIVE

## Our Partners & Clients



# Thiga Academy

Our training path



## Product Basics

Product Owner  
2 days

PRIVATE

Figma Advanced  
1 day

PRIVATE PUBLIC

Product Culture awareness  
1 day

PRIVATE

Advanced Product Owner  
2 days

PRIVATE PUBLIC

Agile Awareness  
1 day

PRIVATE

## Product Builders 0 to 2 years

Product Manager  
2 days

PRIVATE PUBLIC

Product Marketing  
2 days

PRIVATE PUBLIC

Product Designer  
2 days

PRIVATE PUBLIC

Tech for PM  
avec le wagon  
1 day

PRIVATE

## Product Builders 4-5 years and above

Lead Product Manager  
2 days

PRIVATE PUBLIC

## Product Builders 2-4 years

Data Informed PM  
2 days

PRIVATE PUBLIC

Advanced Product Manager  
2 days

PRIVATE PUBLIC

Design System  
2 days

PRIVATE PUBLIC

Product Soft Skills  
2 days

PRIVATE

Discovery Discipline  
2 days

PRIVATE PUBLIC

## Product Leaders 4-5 teams and more

Building a strong product organization  
1 day

PUBLIC

Unlock your team's power  
avec WILL  
18 hours

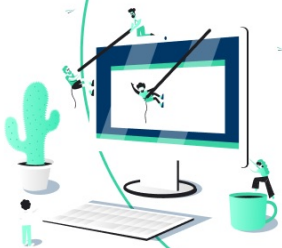
PUBLIC

Create and implement a Product strategy  
1 day

PUBLIC

Scaling your Product organization  
1 day

PUBLIC



# Thiga Academy

About Thiga



## Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

## The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



## Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

## Contact



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